

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method performed by a processor comprising:

adding a category from a first set of categories of ~~broadcasted programs~~ content items ~~provided by a media provider~~ to a second set of categories of ~~broadcasted programs~~ content items in response to a ~~broadcasted program~~ content viewing device being tuned, for a period of time at least equal to a first predetermined threshold, to a plurality of ~~broadcasted programs~~ content ~~items predetermined to be in~~ belonging to the category ~~from~~ of the first set of categories, wherein the second set of categories comprises a plurality of behavior peaks;

determining a plurality of demographic profiles based on the second set of categories, wherein each demographic profile ~~corresponds to a different behavior peak and~~ and wherein each ~~behavior peak and each demographic profile~~ is assigned to a different user; and

selecting a first advertisement based on at least one of the demographic profiles.
2. (Original) The method of claim 1, further comprising:

displaying the first advertisement with an interactive programming guide.
3. (Currently Amended) The method of claim 1, further comprising:

transmitting the second set of categories to a unit at a head end of a broadcasting system providing the first set of categories of content items.
4. (Original) The method of claim 1, further comprising:

receiving a set of advertisements including the first advertisement.
5. (Currently Amended) The method of claim 1, further comprising:

removing a category from the second set of categories in response to the ~~broadcasted program~~ content viewing device not being tuned, for a period of time at least equal to a second predetermined threshold, to at least one ~~broadcasted program~~ content item ~~predetermined to be in the~~ belonging to the category ~~from~~ of the second set of categories.

6. (Previously Presented) The method of claim 1, further comprising:

verifying with a viewer the adding of the category from the first set to the second set.

7. (Currently Amended) ~~A computer readable medium~~One or more non-transitory computer-readable media ~~encoding~~stored with computer executable instructions, that when executed by the computer, cause a machine to ~~perform operations comprising:~~

~~adding~~add a category from a first set of categories of ~~broadcasted programs~~content items provided by a media provider to a second set of categories of ~~broadcasted programs~~content items in response to a ~~broadcasted program~~content viewing device being tuned, for a period of time at least equal to a first predetermined threshold, to a plurality of ~~broadcasted programs~~content items predetermined to be in the ~~belonging to~~of a category ~~from~~of the first set of categories, wherein the second set of categories comprises a plurality of behavior peaks;

~~determining~~determine a plurality of demographic profiles based on the second set, wherein each demographic profile corresponds to a different behavior peak and wherein each behavior peak and each demographic profile is assigned to a different user; and

~~selecting~~select a first advertisement based on at least one of the demographic profiles.

8. (Currently Amended) The ~~computer readable medium~~one or more non-transitory computer readable media ~~encoding~~stored with computer executable instructions of claim 7, wherein ~~operations further comprise~~the computer executable instructions, when executed, further cause the machine to:

~~displaying~~display the advertisement with an interactive programming guide.

9. (Currently Amended) The ~~computer readable medium~~one or more non-transitory computer readable media ~~encoding~~stored with computer executable instructions of claim 7, wherein ~~operations further comprise~~the computer executable instructions, when executed, further cause the machine to:

~~transmitting~~transmit the second set to a unit at a head end of a broadcasting system.

10. (Currently Amended) The ~~computer readable medium~~one or more non-transitory computer readable media ~~encoding~~stored with computer executable instructions of claim 7, wherein ~~operations~~

further comprise the computer executable instructions, when executed, further cause the machine to:

receiving receive a set of advertisements including the first advertisement.

11. (Currently Amended) The computer readable medium encoded with computer executable instructions of claim 7, wherein operations further comprise The one or more non-transitory computer readable media of claim 7, wherein the computer executable instructions, when executed, further cause the machine to:

removing remove a category from the second set of categories in response to the broadcasted program content viewing device not being tuned, for a period of time at least equal to a second predetermined threshold, to at least one broadcasted program content item predetermined to be in the belonging to the category from of the second set.

12. (Currently Amended) The computer readable medium encoded with computer executable instructions of claim 7, wherein operations further comprise The one or more non-transitory computer readable media of claim 7, wherein the computer executable instructions, when executed, further cause the machine to:

verifying verify with a viewer the adding of the category from the first set to the second set.

13-17. (Canceled)

18. (Currently Amended) The method of claim 1, further including adding a category from the first set to the second set in response to multiple selectings of at least one broadcasted program predetermined to be in content item belonging to the category from of the first set of categories, said multiple selectings at least equal to a predetermined number of selectings.

19. (Currently Amended) The computer readable medium encoded with computer executable instructions of claim 7, wherein operations further include adding The one or more computer readable media of claim 7, wherein the computer executable instructions, when executed, further cause the machine to add a category from the first set to the second set in response to multiple

selectings of at least one ~~broadcasted program~~ predetermined to be incontent item belonging to the category from of the first set of categories, said multiple selectings at least equal to a predetermined number of selectings.

20. (Previously Presented) The method of claim 1 further including adding a category from the first set to the second set of categories in response to a selecting of the category from the first set.

21. (Currently Amended) ~~The computer readable medium encoded with computer executable instructions of claim 7, further including~~ The one or more computer readable media of claim 7, wherein the computer executable instructions, when executed, further cause the machine to ~~adding~~ add a category from the first set to the second set of categories in response to a selecting of the category from the first set.

22. (Currently Amended) The method of claim 1 further including:

increasing a weight value of a category based on a duration of viewing time for at least one ~~broadcasted program~~ content item in that category; and

wherein the step of determining a plurality of demographic profiles includes utilizing weight values for categories to determine said demographic profiles.

23. (Currently Amended) ~~The computer readable medium encoded with computer executable instructions of claim 7, further including~~ The one or more computer readable media of claim 7, wherein the computer executable instructions, when executed, further cause the machine to:

increasing increase a weight value of a category based on a duration of viewing time for at least one ~~broadcast program~~ content item in that category; and

wherein the step of determining a plurality of demographic profiles includes utilizing weight values for categories to determine said demographic profiles.

24. (Previously Presented) The method of claim 1, further comprising:

removing a category from the second set in response to a selection of the category from the second set.

25. (Currently Amended) ~~The computer readable medium encoded with computer executable~~

~~instructions of claim 7, wherein the operations further comprise The one or more computer readable media of claim 7, wherein the computer executable instructions, when executed, further cause the machine to:~~

~~removing remove~~ a category from the second set of categories in response to a selection of the category from the second set.

26. (Currently Amended) The method of claim 1, ~~wherein the category from the first set is added to the second set in response to wherein determining that the content viewing device has been tuned, for a period of time at least equal to a first predetermined threshold, to a plurality of content items belonging to a category of the first set of categories includes:~~

~~the broadcasted program viewing device being tuned to a first broadcasted program, predetermined to be in the category from the first set, for a first period of time; and~~

~~the broadcasted program viewing device being tuned to a second broadcasted program, also predetermined to be in the category from the first set, for a second period of time;~~

~~determining a first period of time the content viewing device is tuned to a first content item belonging to the category of the first set of categories; and~~

~~determining a second period of time the content viewing device is tuned to a second content item different from the first content item, the second content item also belonging to the category of the first set of categories,~~

wherein the sum of the first period of time and second period of time is at least equal to the first predetermined threshold.

27. (Currently Amended) ~~The computer readable medium encoded with computer executable instructions of claim 7, wherein the operations further comprise adding the category from the first set to the second set in response to The one or more non-transitory computer readable media of claim 7, wherein determining that the content viewing device has been tuned, for a period of time at least equal to a first predetermined threshold, to a plurality of content items belonging to a category of the first set of categories includes:~~

~~determining a first period of time the broadcasted program content viewing device being is tuned to a first broadcasted program, predetermined to be in the category from the first set, for a first period of time content item belonging to the category of the first set of categories; and~~

determining a second period of time the broadcasted program content viewing device
being is tuned to a second broadcasted program content item different from the first content item,
the second content item also predetermined to be in belonging to the category from of the first set
of categories, for a second period of time;

wherein the sum of the first period of time and second period of time is at least equal to the first predetermined threshold.

28. (Currently Amended) The method of claim 1, further comprising determining a first demographic profile by using differentiation to determine at least one ~~maximum~~ peak on a graph of the duration of relative viewing times for each of the categories associated with a first behavior peak.

29. (Currently Amended) ~~The computer readable medium encoded with computer executable instructions of claim 7, wherein operations further comprise determining The one or more non-transitory computer readable media of claim 7, wherein the computer executable instructions, when executed, further cause the machine to determine a first demographic profile by using differentiation to determine at least one maximum peak on a graph of the duration of relative viewing times for each of the categories associated with a first behavior peak.~~